



## Sample Facebook Copy for Contact Tracing

### Facebook Ad Copy

#### Ad Example

Chicago Department of Public Health  
Sponsored · 🌐

This year is different. Visit one of our flu clinics today to get your no-cost flu shot.

**WE GOT THE FLU SHOT. GET YOURS.**

CHICAGO.GOV/FLU  
Find a clinic near you. [LEARN MORE](#)

Mary Beth Br... 13 Comments 6 Shares

Like Comment Share

#### Primary Text (125 characters max) – Choose 1 option.

I'm calling to help. Answer the call to protect your family and friends. *(recommended option)*

We need your help to protect our communities by answering the contact tracing phone call.

I'm a contact tracer. Please answer my call. I'm here to help.

#### Headline

Resources + Support

#### Website URL/Landing Page

Chicago.gov/TraceCOVID

#### Display Link

Chicago.gov/TraceCOVID

#### Call to Action

Learn More

## SPANISH

### Primary Text (125 characters max)

Llamo para ayudar. Responde para proteger a tus familiares y amigos.

### Headline

Recursos y apoyo

### Website URL/Landing Page

Chicago.gov/TraceCOVID

### Display Link

Chicago.gov/TraceCOVID

### Call to Action

VER MÁS

### Images

